

## **MAYOR ANTHONY A. WILLIAMS CITY LIVING DC STYLE KICKOFF**

**DATE:** June 11, 2003  
**TIME:** 5 p.m.  
**LOCATION:** Farragut Square  
17<sup>th</sup> and Eye Streets, NW

### **TALKING POINTS**

- *Acknowledgements*
- 30,000 units of housing—either completed, under construction or in the pipeline.
  - 30,000 units—from affordable to affluent, from single-family to luxury
  - 30,000 units—for renters and buyers, for every taste and age
- And that's not to mention the world-class attractions, entertainment and recreation you can't find anywhere but in our city.
- If you don't live in the District, we're going to give you reason to move. If you do live in the District, we're going to give you reason to stay.
- Ladies and gentlemen, welcome to the District's official new marketing campaign, "city living, dc style!"

### **About "city living, dc style!"**

- Today marks the launch "city living, dc style!," our campaign to help my stated goal of bringing 100,000 new residents into our city.

- Targeting commuters, current renters, young professionals and empty-nesters like all of you, we're going to show you all the reasons you should be living in DC:
  - housing for all incomes,
  - recreation for all ages
  - and entertainment for every taste.

- Why are we doing this? Because...
  - If you're a first-time homebuyer in DC, you can receive up to \$5,000 in a federal tax credit on your home.
  - If you buy within targeted areas of our city, we'll abate your property taxes.
  - If you want to live downtown, there are more than 3,000 units of housing that are finished or nearly done.
  - Our earned income tax credit may be worth more than \$1,000 to you and your family.
  - All this information is part of our "move-in sale." And you're all invited to join in.

### **What to expect for the campaign**

So, here's what you'll see from "city living, dc style!" this summer:

- We'll have free public events throughout the summer, educating people about the housing options, shopping, dining, transportation, entertainment and culture that DC has to offer.
- You'll see us on the air, in print, on the web and hear us on the radio, educating people about where the housing options are, what our neighborhoods are like, what amenities each neighborhood has to offer—and how they can move towards renting or buying in DC.
- And you're all invited to the "city living, dc style!" free expo expo on October 24 – 26, 2003 in the new convention center. At the expo, you can see housing projects, get a home loan, take free classes—and get everything you need but a set of keys.
- When I took office as Mayor, I promised to bring economic development to every corner of this city:

- Now, we've got \$27 billion worth of development going on.
  - We opened our new convention center and we're redeveloping the former one.
  - We're rebuilding our Anacostia Waterfront.
  - And, we're working tirelessly to return Major League Baseball to Washington DC.
- I tell you, there's never been a better time to be a resident of the District. And with "city living, dc style!," we can help you make it happen.
- Please take advantage of the information that's here today and please join me throughout the summer at the expo in October! Thank you!